

Adaptive Security Market: Future-Proofing Cyber Defense in a Digital Era

Growing demand for multilayer security & smart solutions, as well as urgent requirement for regulatory compliance fuel market growth.

WILMINGTON, DE, UNITED STATES, February 8, 2025 /EINPresswire.com/ -- Allied Market Research published a new report, titled, "[Adaptive Security Market](#): Future-Proofing Cyber Defense in a Digital Era."

The report offers an extensive analysis of key growth strategies, drivers, opportunities, key segment, Porter's Five Forces analysis, and competitive landscape. This study is a helpful source of information for market players, investors, VPs, stakeholders, and new entrants to gain thorough understanding of the industry and determine steps to be taken to gain competitive advantage.



ADAPTIVE SECURITY MARKET
OPPORTUNITIES AND FORECAST, 2023-2032

Adaptive security market is expected to reach **\$40.9 Billion** in 2032

Growing at a **CAGR of 17.2%** (2023-2032)

Report Code: A107607, www.alliedmarketresearch.com

Adaptive Security Market

The global adaptive security market was valued at USD 8.6 billion in 2022, and is projected to reach USD 40.9 billion by 2032, growing at a CAGR of 17.2% from 2023 to 2032.

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The rise in demand of enhanced security solutions, rising adoption of digitalization in businesses, and surge in integration of government initiatives in security standards are expected to propel the growth of the market during the forecast period. Advancement of artificial intelligence (AI) and machine learning (ML) technologies offers a strong opportunity for the adaptive security industry. In addition, collaboration and partnerships with other vendors are also expected to provide lucrative opportunities for market growth during the forecast period.

The adaptive security market is segmented into component, deployment mode, application, industry vertical, and region. By component, it is bifurcated into solution and service. By deployment mode, it is divided into on-premise and cloud. Based on application, it is categorized

into network security, application security, end point security, cloud security and others. By industry vertical, the market is classified into BFSI, IT & telecom, retail and e-commerce, manufacturing, healthcare, energy and utilities, government & defense and others. Region wise, it is analyzed across North America, Europe, Asia-Pacific, and LAMEA..

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□ The pandemic prompted every company and business to shift their business operations toward a remote work environment. As a result of the dire situation, companies began implementing their own device (BYOD) programs or enterprise-owned equipment. This led to more exposure to cyber-attacks. Adaptive security solutions have become crucial tools for businesses and organizations to manage their security operations and adapt to the new normal.

□ Furthermore, the market witnessed a significant upturn, owing to the robust demand for security services across the world and escalating use of digital services in several sectors such as healthcare and manufacturing post the COVID-19 pandemic, thus enhancing the market growth.

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Based on deployment mode, the on-premise segment accounted for the largest share in 2022, contributing for more than three-fifths of the adaptive security market revenue. This on-premise segment enables businesses complete control over the security protocols and data that can be beneficial for sectors or organizations with regulatory standards. However, the cloud segment is expected to portray the largest CAGR of 20.6% from 2023 to 2032 and is projected to maintain its lead position during the forecast period. This is attributed to the numerous advantages offered by cloud-based security solutions such as scalability, flexibility, and reduced infrastructure costs.

Based on application, the network security segment held the highest market share in 2022, reporting for more than one-third of the adaptive security market revenue, and is estimated to maintain its leadership status throughout the forecast period. Network security plays a crucial role in adaptive security, it is essential to note that adaptive security encompasses a broader spectrum of security technologies and approaches. The same segment is projected to manifest the highest CAGR of 22.1% from 2023 to 2032, as organizations increasingly adopting cloud-based services and infrastructure in businesses, which is expected to provide lucrative opportunities for the market growth.

Based on region, the North America segment held the highest market share in terms of revenue

in 2022, accounting for more than one-third of the adaptive security market revenue. The region has been at the forefront of cyber-security initiatives, including the development and adoption of advanced technologies. However, the Asia-Pacific is expected to witness the fastest CAGR of 21.9% from 2023 to 2032, and is likely to enhance the market growth during the forecast period, owing to an increase in penetration of digitalization and higher adoption of advanced technology.

The market players operating in the adaptive security market analysis are Aruba Networks Inc., Cisco Systems Inc., Cloudwikk Inc., Fortinet, Inc., IBM Corporation, Juniper Networks Inc., Panda Security Inc., Rapid7 Inc., RSA Security LLC and Trend Micro Incorporated. These major players have adopted various key development strategies such as business expansion, new product launches, and partnerships, which help to drive the growth of the adaptive security market globally.

For more information & to purchase the report, please contact us at (319) 375-3500 or email us at sales@alliedmarketresearch.com, <https://www.alliedmarketresearch.com/adaptive-security-market/purchase-options>

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In April 2023 - Radware partnered with Cisco, and added Cisco Secure Cloud DDoS Protection, powered by Radware, to the Cisco Enterprise Agreement (EA). The addition of cloud DDoS protection to the EA simplifies the purchasing and licensing of Secure Cloud DDoS Protection for Cisco customers.

In December 2022 - Sophos launched Sophos Managed Detection and Response (MDR) with new threat detection and response capabilities. This product is expected to provide unprecedented visibility and detection across diverse operating environments and help to enhance the customers' experiences.

In October 2021 - Fujitsu collaborated with Trend Micro, with this collaboration, Fujitsu will provide a security countermeasure solution for connected cars, the V-SOC (Vehicle-Security Operation Center) service, and Trend Micro Cloud One will protect the backend cloud infrastructure.

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Lastly, this report provides market intelligence most comprehensively. The report structure has been kept such that it offers maximum business value. It provides critical insights into the

market dynamics and will enable strategic decision-making for the existing market players as well as those willing to enter the market.

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